

Final Visual Presentation
for the degree of
Master of Visual Arts

*Visual
Communication Design*

Bernd Hildebrandt

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T H E U N I V E R S I T Y O F A L B E R T A


FINAL VISUAL PRESENTATION
STUDIES INTO THREE-DIMENSIONAL TYPE FORMS

by
BERND HILDEBRANDT

A thesis submitted to the
FACULTY OF GRADUATE STUDIES AND RESEARCH
in partial fulfilment of
the requirements for the degree of
MASTER OF VISUAL ARTS
in
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DEPARTMENT OF ART AND DESIGN

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The undersigned certify that they have read, and
recommend to the Faculty of Graduate Studies and Research, for
acceptance, a thesis entitled:

Final Visual Presentation

submitted by Bernd Fritz Hellmut Hildebrandt
in partial fulfilment of the requirements for the degree of
Master of Visual Arts.

Date: Sept 25, 1980



Slides

(sizes will be given in inches, and arranged in the following order:
height x width x depth)

- 1 "A"; 57 1/4 x 47 1/4 x 42 1/2, base: 48 x 48 x 3/4;
structure: foam laminate ("Gatorboard"); base: plywood;
paint: enamel
- 2 "R"(view a); 48 x 41 x 30 (variable); structure: 1/2" plywood; hinges:
polypropylene; paint: enamel
- 3 "R"(view b);
- 4 "M"(view a); 36 x 48 1/2 x 47; structure: 1/4" "plexiglas";
paint: spray "Varathane".
- 5 "M"(view b).
- 6 "M"(view c).
- 7 "a"(view a); 58 1/2 x 42 1/2 (diameter: 15 3/4); structure: aluminum,
cut and welded.
- 8 "a"(view b).
- 9 "w"(view a); 29 1/2 x 48 (diameter: 12 1/4); structure: aluminum,
cut and welded.
- 10 "w"(view b).
- 11 "Alphabet Cube, part A"; 24 x 24 x 24; structure: 3/16" "plexiglas",
paint: spray "Varathane"; base: foam core display board.
- 12 "Alphabet Cube, part B"; same as for # 11.
- 13 "NATURE IS MORE SURFACE THAN DEPTH"; 84 1/4 x 24 1/2 x 10 1/2;
structure: "plexiglas"; letters: Letraset 100 mm "Letrasign";
paint: spray "Varathane"

- 14 "R, multiple screens", 48 x 36; structure: balsa wood support bar, 5 tracing paper screens.
- 15 Styrofoam Forms, average size 19 x 19 x 19; materials: styrofoam.
- 16 Styrofoam Forms.
- 17 Distorted Letters of Alphabet; 6 x 6 x 6; materials: "plexiglas"; paint: spray "Varathane".
- 18 Distorted Letters of Alphabet.
- 19 Letter/words presented on 2-d photographic plane and in 3-d space; materials: 6 1/2 x 9 x 8 (variable; 1/8" "plexiglas", copper wire coated with white plastic, card mounted photographs).
- 20 Letter/words presented on 2-d photographic plane and in 3-d space.

"Studies into 3-d type forms" involved an examination of the transfer of letters of the alphabet out of a two-dimensional plane into a three-dimensional space.

Aesthetics, particularly in the sculptural sense, were of a prime concern in all cases. With the distorted letters, imposed onto the half-cube shape, I was interested in examining how this distortion would affect the legibility of all letters of the alphabet, thus providing clues of any further manipulations or changes in construction required to improve their legibility.

An emphasis in these studies was to develop three-dimensional letters in terms of their commercial application in signage by employing economic manufacturing techniques and materials to produce structurally stabil assemblies.

Production of many items involved the development of unfamiliar tools and methods. This was particularly true for the two aluminum pieces (letter shapes were cut out of aluminum sheet, the negative portion was rolled into a cylinder and welded into shape, the positive portion was then re-inserted and welded into place), all folded "plexiglas" items (jigs were constructed and heating elements were assembled to produce accurate folds; in most cases letters were spray painted with "Varathane" paint), and the styrofoam letters (this involved the construction of a large hot wire element for cutting the styrofoam block).

The presented work examined the possibilities of three-dimensional letters, and in so doing provided a useful start in outlining actual design applications. Insights gained in this work shall help in directing further studies into this area of type manipulation.

